LEO BURNETT COMPANY, *Inc.*

Ad No. 175—Req. No. 37767—1 col. x 6 in.—B&W—National, 1965 (B)

Printed in U.S.A.

Syrup is for pancakes.
(*and tenderfoot pipesmen*)

Revelation is for pipe smokers who're tired of sweet, syrupy blends. You get the rich *naturally* mellow flavor of five great tobaccos. It's a taste you can stick with all day long.

Revelation is for the experienced pipe smoker.

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